

Sales & Marketing Administrator position

SolarCraft – Novato, CA

SolarCraft is building a more sustainable North Bay community. We provide solar and clean energy solutions for homes and businesses that deliver the highest financial and environmental benefits possible – delivering clean, renewable energy far cheaper than the utilities can or will and energy storage system to provide resiliency when the grid goes down. We reduce the cost of living and the cost of doing business locally, improve environmental health locally, create great jobs locally, and demonstrate leadership and responsible living in our community and our industry.

SolarCraft is seeking a Sales & Marketing Administrator. The position will be based in our Novato, CA Headquarters and is a full-time permanent position. The work schedule is SolarCraft’s general business hours: M-F between 8am – 5pm. The Sales & Marketing Admin often makes the first impression for SolarCraft with our clients and partners, so this position is critical to our continued success – the right individual will be great with people, have a positive attitude, work well with others in a highly collaborative team role, have excellent communication skills, and be enthusiastic about solar and clean energy. This is a perfect role for someone looking to be involved in the exciting solar and clean energy industry and learn how various roles and departments work.

Primary Responsibilities

- Responds promptly and professionally to inbound calls, emails and social media inquiries from prospective clients and partners. Making our first live impressions, this role is critical in performing initial evaluation of the client’s needs, engaging in presales discussions, and assigning opportunities and scheduling site visits for sales reps.
- Document customer intake, manage and maintain accurate records in Salesforce and other reporting and data storage platforms. Create weekly and monthly Sales Reports.
- Support Sales and Marketing teams via Solar Energy modelling, obtaining energy usage and rate analysis, evaluating homes and buildings with satellite and online tools, helping with proposals and presentations.
- Assisting with Marketing & Community Engagement projects and periodically attending Solar & Sustainability events locally.
- Coordinates and assists in the day to day operation of the Residential Solar Sales & Marketing Department, working closely with Residential Clean Energy Consultants, Operations teams, Accounting Dept, Service Dept and company leadership.
- Collaborate in continual team process improvements and inter-departmental projects to improve quality, efficiency and increasing digitalization of office environment.
- Assist in providing necessary project documentation between PG&E, Building Dept, clients and internal SolarCraft teams.
- Assisting in developing new leads that convert into opportunities/leads and SolarCraft clients.
- With training, gain full knowledge of solar and battery energy storage product technologies, financing and industry.
- Exceptional communication and customer service skills, in person and via email and phone.
- Work closely with the Thermal Service Business Manager and Customer Experience Rep during peak seasons (3 positions collaborate and back each other up)– in the coordination of the day to day operation of the Residential Clean Energy teams by fielding incoming service calls and helping customers proactively.
- Be presentable at all times, representing the company in person when visitors, clients, partners and employees are in our offices.
- Actively monitor PV system energy production portals, identify issues and areas of concern then report them to Operations / Technical Service Dept, and respective responsible manager(s).

- Proactively reach out to residential PV and thermal customers at the time a project transitions from sales to operations and advise the customer of next steps.
- Assist in the Processing of Solar projects through SolarCraft internal systems: Update customer information in software systems and accounting programs. Making sure that customer information is correct across several software programs and systems.
- Performing research on industry, and reporting/presenting to team

Qualifications & Experience

- A Bachelor's Degree or equivalent experience is preferred. Bachelors or Advanced degree in Energy, Renewables, Sustainability, Environmental Economics, or Engineering or similar field is preferred.
- Previous experience with Solar is strongly preferred, or documented work in Environmental or Sustainability fields.
- Experience in Sales Support, Sales and/or Marketing, Inside Sales, Customer Service, Sales Representative / Presentation preferred.
- Professional Communication Skills a must. The ideal candidate must be able to speak and write clearly, professionally conveying precise technical information and be a great listener and able to read and interpret complex written information.
- Proficient in all Microsoft Office Programs including, but not limited to MS Word, MS Excel, MS Outlook, Power Point,
- Experience with Solar programs and resources – SighTen, HelioScope, Energy Toolbase, PV Watts, DSIRE, Energy Periscope – is preferred.

Competitive Compensation and Benefits:

- Competitive pay including base salary, paid holidays, PTO and benefits.
- Health insurance with company subsidy.
- ESOP participation and 401(k).
- On-the-job training and education in solar, battery energy storage and clean energy.
- Opportunities for advancement within a rapidly growing business and industry

SolarCraft is 100% Employee-Owned and one of the largest green-tech employers based in the SF North Bay. Our team of dedicated employee-partners is proud to have installed more solar energy systems than any other company in the North Bay (7,500+), including many for our community's most recognizable organizations. We are a certified Green Business, consistently ranked as one of the best places to work in the North Bay and recognized as one of California's most enduring renewable energy companies. We try to combine the best of working at a small, local company with being part of a well-established industry leader.

SolarCraft is an equal employment opportunity employer and will consider all qualified candidates without regard to race, religion, color, age, sex, sexual orientation, marital status, nationality, veteran status or disability. If an offer of employment is made, proof of authorization to work in the US and/or U.S. citizenship must be provided

This is a full time (40 hour/week), salaried position, with incentives that will either be linked to Sales team or Individual sales [it is preferred to avoid conflict of interests for team commissions & individual commissions]. The position is primarily office based, but is expected to allow flexibility of schedule to sell directly and participate in policy/regulatory meetings.